MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

BMG1614 - MANAGEMENT

(All Sections/ Groups)

28 OCTOBER 2017
09:00A.M – 12.00P.M
(3 Hours)

INSTRUCTION TO STUDENT

1. This question paper consists of **THREE (3)** pages (excluding the cover page).
2. Answer **ALL** questions.
3. The marks for each section is given in the question paper.
4. Please write your answers in the **Answer Booklet** provided.

INSTRUCTIONS: Answer ALL FIVE (5) questions.

QUESTION 1 (20 MARKS)

(a) Managers and leaders are different in many aspects. However, both are appointed to manage an organization.

Define manager and contrast it with a leader. Elaborate the various environmental factors that a manager should consider in an organization.

(10 marks)

(b) Organizational structure within an organization clarifies employee roles, facilitates communication and establishes a chain of responsibility to help determine strengths and weaknesses. Implementing the correct organizational structure is critical to maximize staff productivity.

Determine whether your organizational structure should be vertical or horizontal and justify why you say so. (10 marks)

QUESTION 2 (20 MARKS)

(a) Despite the recent increase in interest in corporate social responsibility and the propagation of corporate governance in business at all company levels, in everyday operations, instances of non-ethical behavior vis-à-vis the whole gamut of stakeholders. Managers will always be confronted by difficulty choices with ethical dilemmas. Ethics in business and entrepreneurship requires more than corporate governance and corporate social responsibility (CSR).

Define ethics. Imagine yourself in a situation of being encouraged by colleagues to inflate your expense account. What factors do you think would influence your choice? Explain. (15 marks)

(b) List the steps involved in setting a goal. (5 marks)

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QUESTION 3 (20 MARKS)

(a) Telecommunications, aerospace, computer and electronics, and e-commerce are some examples of industries that experience high uncertainty. However, there are several strategies that can be used to adapt to such uncertainty.

Elaborate on any TWO (2) external factors that affect environmental uncertainty and discuss the strategies that can be adapted by an organisation when faced with high uncertainty. (10 marks)

(b) In 2004, the LEGO Group went nearly bankrupt but now has become one of the most successful companies in the toy industry. They abide by the idea that "*if organisations do not successfully change and innovate, they will die*".

(i) What is the primary type of change needed in order to be a successful organisation – a change of "things", a change of "people and culture" or both? Justify your answer. (4 marks)

(ii) Organisational development focuses on the human and social aspects of an organisation i.e. the work to change attitudes and the relationships among employees.

Explain the THREE (3) organisational development activities. (6 marks)

QUESTION 4 (20 MARKS)

(a) Assume you are appointed as a Human Resource Manager at Bena Wijaya Sdn Bhd, one of the largest manufacturer for semiconductor components that serve as basic materials for light-emitting devices, photo-detectors, optical communication devices, and wireless communication gadgets. Your company would like to hire someone to serve as a Finance Executive.

Outline the steps to finding the right people. (5 marks)

(b) You would like to recruit the desired talent who is appropriate for the position. To begin the recruitment process, it is important for you to assess some elements as specified in the fundamentals of human resource management.

Discuss the factors that influence recruiting. (9 marks)

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(c) Rationalise ANY THREE (3) significant skills of a candidate to fit the position as Finance Executive and suggest ANY THREE (3) methods of e-recruiting if you would like to recruit the candidate via the e-recruiting process. (6 marks)

QUESTION 5 (20 MARKS)

(a) Organisations in today's complex business environment depend on effective communication to ensure business success. Not only does effective communication lead to better bottom line results but also much of a manager's time is spent communicating.

Discuss the communication process. Illustrate the process as part of your discussion. (10 marks)

(b) Discuss Frederick Herzberg's two-factor theory in detail. Support your answer with a diagram. (10 marks)

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